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affixation of indicia to said single-walled panel member, said single-walled panel member having an outer surface and an inner surface.

7. (Three times Amended) A golf bag comprising:

a storage tube having an open first end and a closed second end for storing and transporting a golf club;

a carrying strap coupled to a second longitudinal side of the golf bag; and

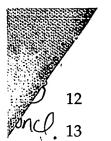
a single-walled <u>substantially planar</u> panel member removably coupled to a first longitudinal side of the golf bag diametrically opposite said second longitudinal side, said single-walled panel member, having an outer surface and an inner surface, is separately detachable from said first longitudinal side of said golf bag in order to facilitate affixation of indicia to said single-walled panel member.

13 16. (Twice Amended) A golf bag comprising:

a storage tube having an open first and a closed second end for storing a golf club after said golf club is inserted through the open first end; and

a single-walled <u>substantially planar</u> panel member coupled to a first longitudinal side of said golf bag through a securing mechanism including a second mating securing portion around a periphery of said single-walled panel member and a first securing portion being geometrically aligned with said second mating securing portion and coupled to said first longitudinal side of said golf bag, said single walled panel member being completely detachable from said first longitudinal side of said golf bag by

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decoupling said second mating securing portion from said first securing portion.

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